

PRICE ONE DOLLAR



# EDMONTON

ALBERTA • CANADA

# 1969 EXPO 67

PHOTO BY ALF ANDERSEN



PHOTO BY ED HAMULA



## GLORIOUS! GORGEOUS! GRACIOUS! GLAMORO

Something is happening *in* Edmonton — something, that is, aside from the vibrant, brick-and-board, stone-and-steel newness that excites the eye at every turn in Canada's fastest-growing metropolis.

Something is happening *to* Edmonton — something, that is, aside from the sophistication of a startling new skyline that continues to rise almost as spectacularly as the population in Alberta's capital city (up 100,000 in five years, to 400,000).

This "Happening" is Klondike Days, something that started out as an idea to freshen up a summer fair and which quickly became a city-wide fun festival and a year-round symbol for celebration.

Klondike Days is a feeling . . . is people . . . a feeling of unfettered gaiety which has spontaneously caught up young people, old people, big people, little people . . . well, 400,000 people and their neighbors for miles and miles around.







PHOTO BY ALF ARDENITS

## US! GAY NINETIES LIVE AGAIN IN EDMONTON!



Like most major carnivals, Edmonton's Klondike Days is people enjoying events, so many events that four years after the fever struck, the official July celebration had to be extended to nine days (starting in 1967).

But there is a difference. For more than people enjoying events, Klondike Days is mainly people enjoying people, as if the hands on Edmonton's clock turned back and somehow jammed at a gay, glorious, glamorous and gracious hour in history — The Gay Nineties.

For that's what the name "Klondike Days" signifies for hundreds of thousands of Edmontonians . . . not so much the fabulous Gold Rush of the same name, although Edmonton played a small but significant part in that epic era . . . not so much a place in fact . . . more a romantic era revisited, recaptured in myth, mirth and make-believe.



PHOTOS BY ALF GARDENITS





# EVERYBODY GETS INTO THE ACT



The name, almost casually hung on the affairs attendant to the Edmonton Exhibition Association's Summer Fair in the early 1960s, was the magic catalyst that brought Edmontonians out of a shell and into their Gay Nineties garb . . . it was the alchemy that transformed their ladies into Queens of the Klondike, their escorts into care-free Dawson City dandies, and produced uncounted golden hours.

And if Klondike Days is mass make believe for Edmontonians, the enthusiasm it generates is so joyously engaging that few experience it without feeling the very real tug of the actual Klondike, without experiencing a real urge to visit and explore historic Dawson City. More and more Edmontonians and their tourist friends are looking north to the Yukon, to deepen their involvement in a dream.



*Top far left: The Klondike Stage Coach makes a "High Noon" arrival at a mid-town bank, in one of the many free street features.*

*Top centre: It takes all kinds to make Klondike Days, and some of the friendliest (and most colorful) kinds are the sourdoughs.*

*Centre: Rolling down the river (beautiful North Saskatchewan) aboard the Klondike Queen provides a relaxing interlude.*

*Bottom far left: Klondike Kate, 1966 — a new Kate is imported each year to top the fun — was Mona McCall, a swingin' doll from Chicago.*

*At left: Topping the many breakfasts is the one held annually by the Six Sleepy Sourdoughs for 3,000 of their friends.*

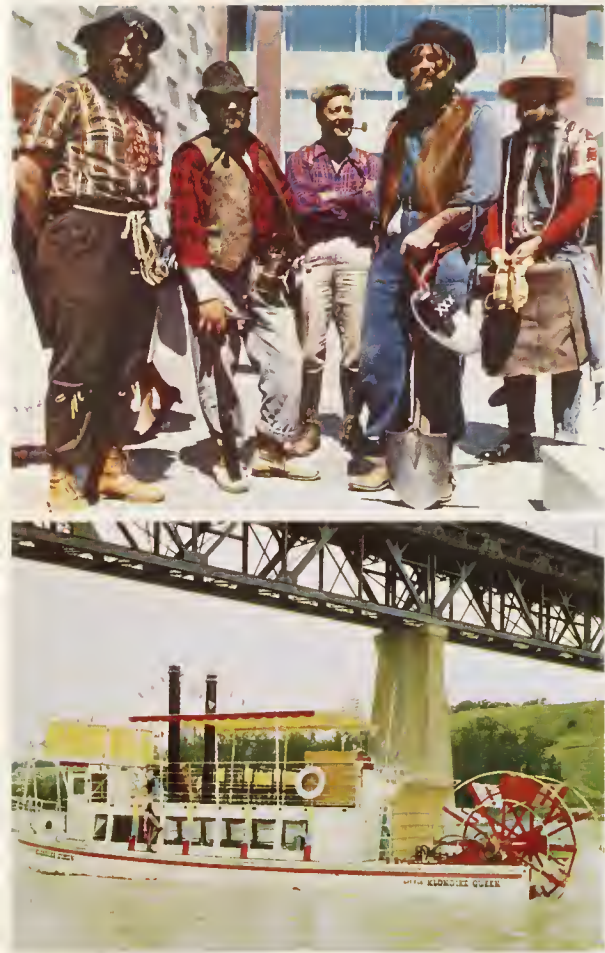






PHOTO BY D. GRANTHAM

Klondike Days is the River Regatta, a pre-K Days Sunday afternoon event that draws thousands to the beautiful banks of the North Saskatchewan River, to hoot and root at the hilarious Sourdough Raft Race featuring two-man (and often two-woman) teams in comic costume, propelling their weird home-made log rafts downstream in a race against treacherous cross currents and each other.

It is plunging ashore at a given point to claim the garter off the leg of a dancing girl, a prerequisite of victory. It is power boat races, water skiing competitions, all capped by the conclusion of the White Water Canoe Race, a three-day test of endurance, skill and nerve, from Rocky Mountain House, through Drayton Valley and Devon, to Klondike Days.

The three up-river communities involved now co-ordinate gay celebrations of their own with the race, "David Thompson Days" at Rocky, "Klondike Kampers Karnival" at Drayton Valley and the "Devon Jamboree". These are but three of a score of surrounding towns over a wide area which are co-ordinating and co-operating with Klondike Days through their own particular summer celebrations.

PHOTO BY HILDSON



Cash and cups aren't the only rewards for the winners of the White Water Canoe Race.

PHOTO BY ALI GARDENITS



Not that the river events lack color, but this sort of beauty helps.





PHOTO BY ALF GARDENITS

## Everybody's Downtown for the Sunday Promenade !

What, exactly, is Klondike Days?

Klondike Days is a city shucking its inhibitions. It is Sunday Promenade, when sixty to one hundred thousand people, a majority of them family groups, gussy up in colorful costumes and spend Klondike Days Eve strolling leisurely through the blocked-off streets in the heart of modern Edmonton.

Just as their ancestors sauntered the Village streets. Flower girls, Apple Annies, shoe shine boys, Keystone cops and strolling minstrels add authenticity to the glamorously-garbed throng sauntering past the many stages along the Promenade route, enjoying the saucy dance hall girls, barbershop quartets, honky-tonk musicians and their bouncy bedlam. Like much of the Klondike Days activities, the price is right — free.



PHOTO BY ED HAMULA

## THE FASHIONS OF YESTERYEAR

Klondike Days is Klondike Kate. Each year Edmonton selects a professional singer, a "headliner" brought in for her ability to "belt out" her songs, mix in uninhibited gaiety at a myriad of events, decorate her already lavishly-decorated Gay Nineties Gowns and to unstintingly symbolize the spirit of the celebration. All she needs is the figure of a Gibson Girl, the voice of a lark, the poise of a cat burglar, Bob Hope's nimble wit, and the constitution of a horse, for hers is a 168-hour week.

Klondike Days is costumes, and the way in which they change the attitudes and personalities of their wearers. From the very young to the very old, everyone enjoys "dressing up".

Children, if children ever need it when it comes to make-believe, receive encouragement from the City Parks and Recreation Department's "Kiddies Klondike Costume Contest", stemming out from 90 playgrounds to the finals on the City Hall patio stage.

Grandmothers and grandfathers search attic trunks, proudly re-donning authentic costumes of another age. Housewives become seamstresses over the winter, the delicate, tedious, demanding work made delicious in deciding whether to go for a gorgeous Gay Nineties gown or the risqué, scanty dance hall girl skirt (cane or slit), black net stockings and all.

*At left: Dandies have their Klondike dolls and so do some lucky little girls.*

TOP LEFT AND BOTTOM RIGHT  
PHOTO BY ALF GARDENITS

BOTTOM LEFT AND TOP RIGHT  
PHOTO BY DALT ELTON







*Above: Eight beautiful girls in blue illustrate why Klondike Days has won the feminine heart.*

*Below: Street shows, which keep Jasper Avenue and abutting streets jumping for days, draw daily throngs downtown.*







PHOTO BY HILDSON

*One of the many daily street shows.*



Klondike Days is the Summer Fair, candy floss, taffy apples, lost kiddies, the barkers, the gambling concessions, the midway rides and blare, screaming teenagers, the horse races, panning gold at the Chil-koot Mine, riding the old-fashioned train, the exhibits, the livestock, the prize draws . . . more than fifty thousand people per day tasting the aromatic excitement of the fair grounds, with its nightly grandstand



*But not all the fun's downtown. The Klondike Midway even features the Chil-koot Mine, complete with real gold nuggets and the panners.*



# SCHEDULE OF EVENTS

## DOWNTOWN AND DISTRICT—Thursday, July 18th

### EDMONTON EXHIBITION KLONDIKE DAYS PARADE

96th Street & 102A Avenue—west to 100 Street  
and 102A Avenue—South to Jasper Avenue—  
West to 118th Street. 10:00 a.m.

### CANADA PERMANENT TRUST VARIETY SHOW

10038 Jasper Avenue 8:30 a.m. - 4:30 p.m.

### MACDONALD HOTEL OUTDOOR SHOW

In front of hotel, 100th Street & Jasper Avenue.  
12 Noon - 12:45 p.m.

### THE COACHMAN INN OUTDOOR SHOW

100th Ave. and 107th St. 12 Noon - 1:00 p.m.

### NORTHWESTERN UTILITIES OUTDOOR SHOW

10040 - 104th Street 12 Noon - 12:45 p.m.

### CFCW KUBESA EATING CONTEST

12 Noon - 5:30 p.m.

### CITY HALL KLONDIKE FOLLIES

In front of City Hall 2:00 p.m.

### WESTMOUNT SHOPPERS' PARK

Ladies Customer Fashion Contest 2 p.m.

### KLONDIKE ENTERTAINMENT, Jasper Place

Entertainment on portable stage in business  
section 7:00 - 10:00 p.m.

### OLD TIME DANCE—Bonnie Doon Shopping Centre

8:30 - 11:00 p.m.

Everyone welcome—in the Parking Lot

### EDMONTON JUNIOR CHAMBER OF COMMERCE STORE DECORATING

Judging 1:00 p.m.

### KLONDIKE ENTERTAINMENT—Meadowlark Park Shopping Centre

Kiddies 3:00 p.m. - 5:00 p.m.—On the Mall  
Entertainment 6:00 p.m. - Midnight

### LADY AUDLEY'S SECRET, Melodrama

Citadel Theatre 8:30 p.m.

### MACDONALD HOTEL, Luncheon and Evening Shows

Silver Slipper—12 Noon - 1:00 p.m.

5:00 p.m. - 1:00 a.m.

Golden Slipper—8:00 p.m. - 12:30 p.m.

### THE COACHMAN INN, Luncheon and Evening Shows

## EXHIBITION GROUNDS—Thursday, July 18 (Cheechakos' Day)

12:00 noon Midway opens  
All exhibits buildings open

8:00 p.m. Circus of Death (Gardens)

1:00 p.m. Grandstand gates open for racing  
Judging of market cattle, sheep &  
swine  
(Sales Pavilion and Judging Lawn)

9:00 p.m. Klondike Follies grandstand review  
(starring Jack Benny)

1:30 p.m. CFRN Klondike Park opens  
continuous entertainment

10:15 p.m. Fireworks display

2:00 p.m. First race Northlands Park  
Entertainment in Bonanza Park  
(FREE) to 7:00 p.m.

10:30 p.m. Draw for Bonanza Gate Prizes  
(front of Gardens)

7:00 p.m. Klondike Follies grandstand review  
(starring Jack Benny)  
Norma Chapman(Northlands  
Lounge)

11:00 p.m. All exhibits buildings close

11:30 p.m. Draw for Kinsmen Car, main booth

11:45 p.m. Draw for Rotary's 25" Color T.V.  
Set, main booth

## DOWNTOWN AND DISTRICT—Friday, July 19th

### FREE E.T.S. RIDES TO DOWNTOWN

9:45 a.m. - 10:15 a.m.

### DOWNTOWN MARCHING BANDS

10:00 a.m. - 12 Noon

### DOWNTOWN STAGE SHOWS (outdoor street shows)

11:30 a.m. - 11:50 a.m.—12:20 - 12:45 p.m.

### ARRIVAL OF STAGE COACH AND BONANZA GATE PRIZE WINNER

Bank of Montreal, 101 St. and Jasper Avenue  
12 Noon

### MACDONALD HOTEL OUTDOOR SHOW

12 Noon - 12:45 p.m.

### THE COACHMAN INN OUTDOOR SHOW

12 Noon - 2 p.m.

*FRIDAY, JULY 19th—continued*

**NORTHWESTERN UTILITIES OUTDOOR SHOW**  
12 Noon - 12:45 p.m.

**CITY HALL KLONDIKE FOLLIES**  
10:30 a.m. and 2:00 p.m.

**CHILDREN'S FASHION CONTEST**  
Westmount Shoppers' Park 2:00 p.m.

**CANADA PERMANENT VARIETY SHOW**  
8:30 a.m. - 4:30 p.m.

**CFCW KUBESA EATING CONTEST**  
12 Noon - 5:30 p.m.

**KLONDIKE BURGERS BAR-B-QUE—Meadowlark Shopping Centre**  
Entertainment 3:00 p.m. to Midnight  
Kiddies 5:00 p.m. - 9:00 p.m.

**LADY AUDLEY'S SECRET, Melodrama**  
Citadel Theatre 8:30 p.m.

## **EXHIBITION GROUNDS—Friday, July 19 (Little Sourdough's Day)**

10:00 a.m. Midway opens  
Judging of sheep, Hereford and  
Guernsey cattle  
(Judging Lawn and Sales Pavilion)

10:15 a.m. Children's Grandstand Show  
(FREE)

11:00 a.m. CFRN Klondike Park opens  
continuous entertainment

12:00 noon All exhibits buildings open

1:00 p.m. Grandstand gates open for racing

2:00 p.m. First race Northlands Park  
Circus of Death (Gardens)  
Entertainment in Bonanza Park to  
7:00 p.m.

7:00 p.m. Klondike Follies Grandstand revue  
(starring Jack Benny)  
Norma Chapman (Northlands  
Lounge)

8:00 p.m. Circus of Death (Gardens)

9:00 p.m. Klondike Follies grandstand revue  
(starring Jack Benny)

10:15 p.m. Fireworks display

10:30 p.m. Draw for Bonanza Gate Prizes  
(front of Gardens)

11:00 p.m. All exhibits buildings close

11:30 p.m. Draw for Kinsmen Car, main booth

11:45 p.m. Draw for Rotary's 25" Color T.V.  
set, main booth

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## **DOWNTOWN AND DISTRICT—Saturday, July 20th**

**FREE E.T.S. RIDES TO DOWNTOWN**  
9:45 a.m. - 10:15 a.m.

**KLONDIKE DAYS FLY-IN**  
Blatchford Field

**KLONDIKE BREAKFAST, Northgate Shopping Centre**  
8:00 a.m. to 10:30 a.m.

A Klondike Costume Contest will be held immediately following the Klondike Breakfast. Family groups contesting prizes \$75.00, \$50.00 and \$25.00 and ten prizes of \$10.00 each.

**DEVON JAMBOREE**  
10:00 a.m. - Midnight

**DOWNTOWN MARCHING BANDS**  
10:00 a.m. - Noon

**DOWNTOWN STAGE SHOWS**  
(Outdoor street shows)  
11:30 - 11:50 p.m. — 12:20 - 12:45 p.m.

**ARRIVAL OF STAGE COACH AND BONANZA GATE PRIZE WINNER**  
Bank of Montreal, 101st Street and Jasper Ave.  
12 Noon

**KLONDIKE COOK OUT, Simpson Sears Park Plaza**  
11:30 - 1 p.m.

**KLONDIKE ENTERTAINMENT, Bonnie Doon Shopping Centre**  
Klondike entertainment all day

**CFCW KUBESA EATING CONTEST**  
12 Noon - 5:30 p.m.

**MACDONALD HOTEL OUTDOOR SHOW**  
12 Noon - 12:45 p.m.

**THE COACHMAN INN OUTDOOR SHOW**  
12 Noon - 2 p.m.

**FINAL JUDGING KLONDIKE KIDDIES' KOSTUME KONTEST**  
Centennial and Capilano Malls 10:00 a.m.

**FAMILY FASHION CONTEST, Westmount Shopping Park**  
10:00 a.m.



*SATURDAY, JULY 20th—continued*

**KLONDIKE ENTERTAINMENT, Jasper Place**

On portable stage in business area

2:00 p.m. - 4:00 p.m.

**KLONDIKE ENTERTAINMENT, Meadowlark Park Shopping Centre**

Kiddies rides

Klondike entertainment 10 a.m. - 12 Noon

Kiddies Klondike Costume Kontest 10 a.m.  
Klondike Koin Kontest  
Silver Spurs on the mall  
9:45; 10:30 a.m.; and 11:15 a.m.  
Klondike Kick-Out - Golden Garter  
8:00 p.m. - 12 Midnight

**LADY AUDLEY'S SECRET, Melodrama**

Citadel Theatre 8:30 p.m.

**EXHIBITION GROUNDS—Saturday, July 20 (Dawson City Day)**

10:00 a.m. Judging swine and Ayreshire cattle  
(Judging Lawn and Sales Pavilion)

Norma Chapman (Northlands Lounge)

12:00 noon Midway opens  
All exhibits buildings open

8:00 p.m. Circus of Death (Gardens)

1:00 p.m. Grandstand gates open for racing

9:00 p.m. Klondike Follies grandstand revue  
(starring Jack Benny)

1:30 p.m. CFRN Klondike Park Opens  
continuous entertainment

10:15 p.m. Fireworks display

2:00 p.m. First race, Northlands Park  
Entertainment in Bonanza Park to  
7:00 p.m.

10:30 p.m. Draw for Bonanza gate prizes  
(front of Gardens)

4:30 p.m. Alberta Dairy Princess Competition  
(Judging Lawn)

11:00 p.m. All exhibits buildings close

7:00 p.m. Klondike Follies grandstand revue  
(starring Jack Benny)

11:30 p.m. Draw for Kinsmen Car, main booth

11:45 p.m. Draw for Rotary's 25" color T.V.  
set and a deluxe Viking Trailer,  
main booth

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**DOWNTOWN AND DISTRICT—Sunday, July 21st**

**DEVON JAMBOREE**

7:30 a.m. - 5:00 p.m.

**PROMENADE, downtown**

4:00 p.m.

**CFCW RADIO KUBESA EATING CONTEST**

105th Street to 100th Street on Jasper Avenue,  
Chateau Lacombe to Woodward's lane North  
on 102nd Street from Jasper to 102nd Avenue

**KLONDIKE DAYS RIVER REGATTA**

Whitemud, Laurier Park and Emily Murphy Park  
areas 12:30 p.m.

**LADY AUDLEY'S SECRET, Melodrama**

Citadel Theatre 9:00 p.m.

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**DOWNTOWN AND DISTRICT—Monday, July 22nd**

**FREE E.T.S. RIDES TO DOWNTOWN**

9:45 a.m. - 10:15 a.m.

**ARRIVAL OF STAGE COACH WITH BONANZA  
GATE PRIZE WINNER**

Bank of Montreal 12 Noon

**KLONDIKE BREAKFAST, South Edmonton  
Business Association**

Prudham Shopping Centre 7 a.m. - 9 a.m.

**MACDONALD HOTEL OUTDOOR SHOW**

12 Noon - 12:45 p.m.

**DOWNTOWN MARCHING BANDS**

10:00 a.m. - 12 Noon

**THE COACHMAN INN OUTDOOR SHOW**

12 Noon - 2:00 p.m.

**DOWNTOWN STAGE SHOWS**

11:30 - 11:50 a.m. and 12:20 p.m. - 12:45 p.m.

**NORTHWESTERN UTILITIES OUTDOOR SHOW**

12 Noon - 12:45 p.m.

**CFCW RADIO KUBESA EATING CONTEST**

12 Noon - 5:30 p.m.

MONDAY, JULY 22nd—continued

CANADA PERMANENT TRUST VARIETY SHOW  
8:30 a.m. - 4:30 p.m.

CITY HALL KLONDIKE FOLLIES  
10:30 a.m. and 2:00 p.m.

BEARD CONTEST FINALS  
Royal Bank Building 12:30 p.m.

KLONDIKE ENTERTAINMENT, Westmount  
Shoppers' Park 2:00 - 3:30 p.m.

KLONDIKE ENTERTAINMENT, Meadowlark Park  
Shopping Centre 8:00 p.m. to midnight

LADY AUDLEY'S SECRET, Melodrama  
Citadel Theatre 8:30 p.m.

## EXHIBITION GROUNDS—Monday, July 22 (Older Timers' Day)

10:00 a.m. Judging of Aberdeen-Angus and  
Jersey cattle (Judging Lawn)

12:00 noon Midway opens  
All exhibits buildings open

1:00 p.m. Grandstand gates open for racing

1:30 p.m. CFRN Klondike Park opens  
continuous entertainment

2:00 p.m. First race, Northlands Park  
Entertainment in Bonanza Park to  
7:00 p.m.

4:30 p.m. Alberta Dairy Princess Competition  
(Judging Lawn)

7:00 p.m. Klondike Follies grandstand revue  
(starring Al Hirt)  
Norma Chapman (Northlands  
Lounge)

8:00 p.m. Circus of Death (Gardens)

9:00 p.m. Klondike Follies grandstand revue  
(starring Al Hirt)

10:15 p.m. Fireworks display

10:30 p.m. Draw for Bonanza Gate Prizes  
(front of Gardens)

11:00 p.m. All exhibits buildings close

11:30 p.m. Draw for Kinsmen Car, main booth

11:45 p.m. Draw for Rotary's 25" color T.V.  
set, main booth

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## DOWNTOWN AND DISTRICT—Tuesday, July 23rd

KLONDIKE BREAKFAST, Progress Club  
Chateau Lacombe 7:00 a.m.

FREE KLONDIKE BREAKFAST, South Edmonton  
Business Association  
Prudham Shopping Centre 7 a.m. - 9 a.m.

DOWNTOWN MARCHING BANDS  
10:00 a.m. - 12 Noon

DOWNTOWN STAGE SHOWS  
(Outdoor street shows)  
11:30 - 11:50 a.m. and 12:20 - 12:45 p.m.

ARRIVAL OF STAGE COACH WITH BONANZA  
GATE PRIZE WINNER  
Bank of Montreal, 101st Street and Jasper Ave.  
12 Noon

MACDONALD HOTEL OUTDOOR SHOW  
12 Noon - 12:45 p.m.

THE COACHMAN INN OUTDOOR SHOW  
12 Noon - 2:00 p.m.

NORTHWESTERN UTILITIES OUTDOOR SHOW  
12 Noon - 12:45 p.m.

FINALS IN THE BEARD GROWING CONTEST  
Royal Bank Building 12:30 p.m.

CITY HALL KLONDIKE FOLLIES  
10:30 a.m. and 2:00 p.m.

CANADA PERMANENT TRUST VARIETY SHOW  
8:30 a.m. - 4:30 p.m.

CFCW RADIO KUBESA EATING CONTEST  
12 Noon - 5:30 p.m.

KLONDIKE ENTERTAINMENT, Westmount  
Shoppers' Park 2:00 p.m. - 3:30 p.m.

KLONDIKE ENTERTAINMENT, Meadowlark Park  
Shopping Centre 6:00 p.m. to midnight

LADY AUDLEY'S SECRET, Melodrama  
Citadel Theatre 8:30 p.m.



## EXHIBITION GROUNDS—Tuesday, July 23, (Homesteaders' Day)

10:00 a.m.	Judging Shorthorn and Holstein cattle (Judging Lawn)	7:00 p.m.	Klondike Follies grandstand revue (starring Al Hirt) Norma Chapman (Northlands Lounge)
12:00 noon	Midway opens All exhibits buildings open	8:00 p.m.	Circus of Death (Gardens)
1:00 p.m.	Grandstand gates open for racing CFRN Klondike Park opens continuous entertainment	9:00 p.m.	Klondike Follies grandstand revue (starring Al Hirt)
2:00 p.m.	First race, Northlands Park Entertainment in Bonanza Park to 7:00 p.m.	10:15 p.m.	Fireworks display
4:30 p.m.	Alberta Dairy Princess Competition (Judging Lawn)	10:30 p.m.	Draw for Bonanza Gate Prizes (front of Gardens)
		11:00 p.m.	All exhibits buildings close
		11:30 p.m.	Draw for Kinsmen Car, main booth
		11:45 p.m.	Draw for Rotary's 25" color T.V. set, Main booth

## DOWNTOWN AND DISTRICT—Wednesday, July 24th

**FREE KLONDIKE BREAKFAST**, South Edmonton  
Business Association  
7:00 a.m. - 9:00 a.m.

**FREE E.T.S. RIDES TO DOWNTOWN**  
9:45 a.m. - 10:45 a.m.

**DOWNTOWN MARCHING BANDS**  
10:00 a.m. - 12 Noon

**DOWNTOWN STAGE SHOWS**  
(Outdoor street shows)  
11:30 - 11:50 a.m. and 12:20 - 12:45 p.m.

**ARRIVAL OF STAGE COACH WITH BONANZA GATE PRIZE WINNER**  
Bank of Montreal, 101 Street and Jasper Avenue  
12 Noon

**MACDONALD HOTEL OUTDOOR SHOW**  
12 Noon - 12:45 p.m.

**THE COACHMAN INN OUTDOOR SHOW**  
12 Noon - 2 p.m.

**CITY HALL KLONDIKE FOLLIES**  
10:30 a.m.

**CANADA PERMANENT TRUST VARIETY SHOW**  
8:30 a.m. - 4:30 p.m.

**CFCW RADIO KUBESA EATING CONTEST**  
12 Noon - 5:30 p.m.

**BEARD CONTEST FINALS**  
Royal Bank Building Stage, on the stage in front  
of the Royal Bank Building 12:30 p.m.

**KLONDIKE ENTERTAINMENT, Meadowlark Park Shopping Centre**  
8:00 p.m. to midnight

**LADY AUDLEY'S SECRET, Melodrama**  
Citadel Theatre 8:30 p.m.

## EXHIBITION GROUNDS—Wednesday, July 24 (Traders' Day)

11:00 a.m.	Presentation of Herdsmen's Awards (Sales Pavilion)	7:00 p.m.	Klondike Follies grandstand revue (starring Al Hirt) Norma Chapman (Northlands Lounge)
12:00 noon	Midway opens All exhibits buildings open	8:00 p.m.	Circus of Death (Gardens)
1:00 p.m.	Grandstand gates open for racing	9:00 p.m.	Klondike Follies Grandstand revue (starring Al Hirt)
1:30 p.m.	CFRN Klondike Park opens continuous entertainment	10:15 p.m.	Fireworks display
2:00 p.m.	First race, Northlands Park Entertainment in Bonanza Park to 7:00 p.m.	10:30 p.m.	Draw for Bonanza Gate Prizes (front of Gardens)
3:00 p.m.	Livestock Parade of Champions followed by Alberta Dairy Princess finals (Judging Lawn)	11:00 p.m.	All exhibits buildings close
		11:30 p.m.	Draw for Kinsmen Car, main booth
		11:45 p.m.	Draw for Rotary's 25" color TV set, main booth

**DOWNTOWN AND DISTRICT—Thursday, July 25th**

**FREE KLONDIKE BREAKFAST**, South Edmonton  
Business Association  
Prudham Shopping Centre                    7 a.m. - 9 a.m.

**FREE E.T.S. RIDES TO DOWNTOWN**  
9:45 - 10:45 a.m.

**DOWNTOWN MARCHING BANDS**  
10:00 a.m. - 12 Noon

**DOWNTOWN STAGE SHOWS**  
(Outdoor street shows)  
11:30 - 11:50 a.m. and 12:20 - 12:45 p.m.

**ARRIVAL OF STAGE COACH WITH BONANZA  
GATE PRIZE WINNER**  
Bank of Montreal, 101 Street and Jasper Avenue  
12 Noon

**MACDONALD HOTEL OUTDOOR SHOW**  
12 Noon - 12:45 p.m.

**NORTHWESTERN UTILITIES OUTDOOR SHOW**  
12 Noon - 12:45 p.m.

**FINALS IN THE BEARD GROWING CONTEST**  
Royal Bank Building                    12:30 p.m.

**CITY HALL KLONDIKE FOLLIES**  
10:30 a.m. and 2:00 p.m.

**CANADA PERMANENT TRUST VARIETY SHOW**  
8:30 a.m. - 4:30 p.m.

**CFCW KUBESA EATING CONTEST**  
12 Noon - 5:30 p.m.

**ALBERTA OPEN GOLF CHAMPIONSHIP**  
Edmonton Country Club  
Reception 7:00 p.m. - 11:00 p.m.

**BAND CONCERT**  
In front of City Hall                    1:00 - 2:00 p.m.  
E.T.S., City Police and Fire Department bands

**KLONDIKE ENTERTAINMENT**, Westmount  
Shoppers' Park                    2:00 - 3:30 p.m.

**KLONDIKE ENTERTAINMENT**, Jasper Place  
On outdoor portable stage in the business area  
7:00 p.m. - 10:00 p.m.

**KLONDIKE ENTERTAINMENT**, Centennial and  
Capilano Shopping Centre 6:30 to 7:30 p.m.

**LADY AUDLEY'S SECRET**, Melodrama  
Citadel Theatre                    8:30 p.m.

**EXHIBITION GROUNDS—Thursday, July 25 (Miners' Day)**

10:00 a.m.	Midway opens	7:00 p.m.	Klondike Follies grandstand revue (starring Eddie Albert)
10:15 a.m.	Children's Grandstand Show— (FREE)		Norma Chapman (Northlands Lounge)
11:00 a.m.	CFRN Klondike Park opens continuous entertainment	8:00 p.m.	Circus of Death (Gardens)
12:00 noon	All exhibits buildings open	9:00 p.m.	Klondike Follies grandstand revue (starring Eddie Albert)
1:00 p.m.	Grandstand gates open for racing 4-H Club Show (Judging Lawn)	10:15 p.m.	Fireworks display
2:00 p.m.	First race, Northlands Park Circus of Death (Gardens) Entertainment in Bonanza Park to 7:00 p.m.	10:30 p.m.	Draw for Bonanza Gate Prizes (front of Gardens)
		11:00 p.m.	All exhibits buildings close
		11:30 p.m.	Draw for Kinsmen Car, Main Booth
		11:45 p.m.	Draw for Rotary's 25" color TV set, main booth

**DOWNTOWN AND DISTRICT—Friday, July 26th**

**FREE KLONDIKE BREAKFAST**  
Prudham Shopping Centre                    7 a.m. - 9 a.m.

**FREE E.T.S. RIDES TO DOWNTOWN**  
9:45 a.m. - 10:45 a.m.

**DOWNTOWN MARCHING BANDS**  
10:00 a.m. - 12 Noon

**DOWNTOWN STAGE SHOWS**  
(Outdoor street shows)  
11:30 - 11:50 a.m. and 12:30 - 12:45 p.m.

**ARRIVAL OF STAGE COACH WITH BONANZA  
GATE PRIZE WINNER**  
Bank of Montreal, 101 Street & Jasper Ave.  
12 Noon



*FRIDAY, JULY 26th—continued*

**MACDONALD HOTEL OUTDOOR SHOW**

12 Noon - 2 p.m.

**THE COACHMAN INN OUTDOOR SHOW**

12 Noon - 2 p.m.

**NORTHWESTERN UTILITIES OUTDOOR SHOW**

12 Noon - 12:45 p.m.

**FINALS IN THE BEARD GROWING CONTEST**

Royal Bank Building 12:30 p.m.

**CITY HALL KLONDIKE FOLLIES**

10:30 a.m. - 2:00 p.m.

**STATION CFCW KUBESA EATING CONTEST**

12 Noon - 5:30 p.m.

**CANADA PERMANENT TRUST VARIETY SHOW**

8:30 a.m. - 4:30 p.m.

**ALBERTA OPEN GOLF TOURNAMENT**

Edmonton Country Club

**KLONDIKE ENTERTAINMENT, Westmount  
Shoppers' Park**

2:00 - 3:30 p.m.

Centennial and Capilano 6:30 to 7:30 p.m.

**KLONDIKE ENTERTAINMENT, Meadowlark Park  
Shopping Centre**

3 - 5 p.m. and 8 p.m. - 12 Midnight

**KLONDIKE ENTERTAINMENT, Jasper Place**

On portable stage in business area

7 p.m. - 10 p.m. and 9 p.m. - 10 p.m.

**LADY AUDLEY'S SECRET, Melodrama**

Citadel Theatre

8:30 p.m.

**EXHIBITION GROUNDS—Friday, July 26 (Klondike Mike's Day)**

9:00 a.m. Judging 4-H Beef Calves  
(Judging Lawn)

10:00 a.m. Junior Dairy Judging Competitions  
(Judging Lawn)

11:30 a.m. Junior Exhibitors Banquet  
(Sales Pavilion)

12:00 noon Midway opens  
All exhibits buildings open

1:00 p.m. Grandstand gates open for racing

1:30 p.m. CFRN Klondike Park opens  
continuous entertainment  
Auction Sale 4-H Calves—  
(Sales Pavilion)

2:00 p.m. First race, Northlands Park  
Entertainment in Bonanza Park to  
7:00 p.m.

2:30 p.m. Judging Junior Dairy Calves  
(Judging Lawn)

7:00 p.m. Klondike Follies grandstand revue  
(starring Eddie Albert)  
Norma Chapman (Northlands  
Lounge)

8:00 p.m. Circus of Death (Gardens)

9:00 p.m. Klondike Follies grandstand revue  
(starring Eddie Albert)

10:15 p.m. Fireworks display

10:30 p.m. Draw for Bonanza Gate Prizes  
(front of Gardens)

11:00 p.m. All exhibits buildings close

11:30 p.m. Draw for Kinsmen Car, main booth

11:45 p.m. Draw for Rotary's 25" color TV  
set, main booth

**DOWNTOWN AND DISTRICT—Saturday, July 27th**

**FREE E.T.S. BUS TRANSPORTATION**  
9:45 a.m. - 10:15 a.m.

**DOWNTOWN MARCHING BANDS**  
10:00 a.m. - 12 Noon

**DOWNTOWN STAGE SHOWS**  
11:50 a.m.-12:20 a.m. & 12:20 p.m.-12:45 p.m.

**ARRIVAL OF STAGE COACH WITH BONANZA GATE PRIZE WINNER**  
Bank of Montreal, 101 Street and Jasper Avenue  
12 Noon

**MACDONALD HOTEL OUTDOOR SHOW**  
12 Noon - 2 p.m.

**THE COACHMAN INN OUTDOOR SHOW**  
12 Noon - 2 p.m.

**CFCW RADIO KUBESA EATING CONTEST**  
12 Noon - 5:30 p.m.

**ALBERTA OPEN GOLF TOURNAMENT**  
Edmonton Country Club

**KLONDIKE ENTERTAINMENT, Westmount Shoppers' Park Mall**  
2:00 p.m. - 3:30 p.m.

**KLONDIKE ENTERTAINMENT, Jasper Place**  
Klondike entertainment on portable stage in business area  
2:00 p.m. - 4:00 p.m.

**KLONDIKE ENTERTAINMENT, Meadowlark Park Shopping Centre**

**LADY AUDLEY'S SECRET, Melodrama**  
Citadel Theatre  
8:30 p.m.

**EXHIBITION GROUNDS—Saturday, July 27 (Gold Strike Day)**

10:00 a.m. Midway opens  
12:00 noon All exhibits buildings open  
1:00 p.m. Grandstand gates open for racing  
1:30 p.m. CFRN Klondike Park opens continuous entertainment  
2:00 p.m. First race, Northlands Park Entertainment in Bonanza Park to 7:00 p.m.

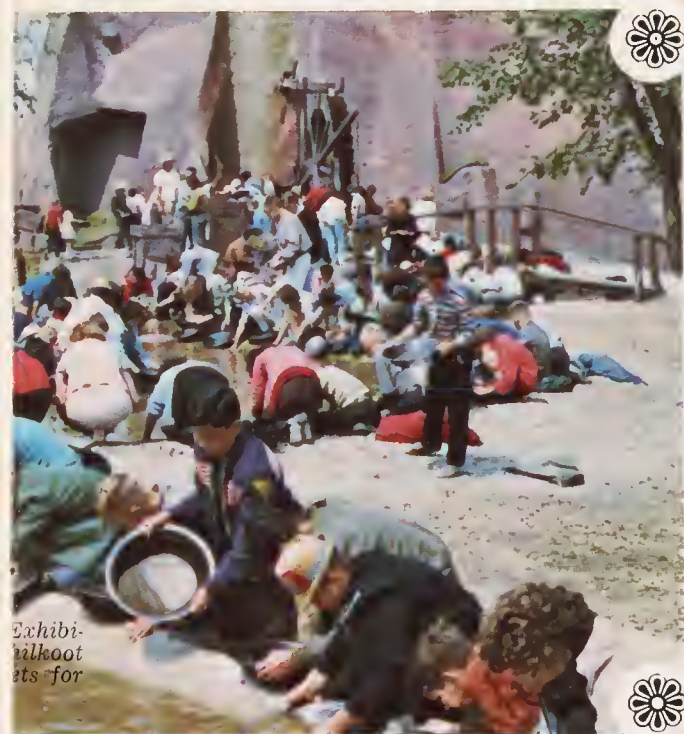
7:00 p.m. Klondike Follies Grandstand revue (starring Eddie Albert)  
Norma Chapman (Northlands Lounge)  
8:00 p.m. Circus of Death (Gardens)  
9:00 p.m. Klondike Follies grandstand revue (starring Eddie Albert)  
10:00 p.m. All exhibits buildings close  
10:15 p.m. Fireworks display  
10:30 p.m. Draw for Bonanza Gate Prizes (front of Gardens)  
11:30 p.m. Draw for Rotary Aircraft, Flying Lessons, or \$10,000  
Regular draw for 25" color T.V. set will also be made, main booth  
11:40 p.m. Draw for Kinsmen Holiday Package, main booth  
11:50 p.m. Draw for Lions Club's \$40,000 Dream House (front of House)  
12:00 Midnight Draw for \$50,000 Gold Brick, Main A.C.T. Booth





*Music, music, music from the scores of bands on hand.*

PHOTO BY ALF GARDENITS



ALBERTA GOVERNMENT PHOTO

extravaganza . . . not to mention the major prize awards, houses, cars, airplanes and cash bonanzas.

Klondike Days is daily street shows, as the heart of a busy city sheds its sobriety to take in the band parades which start at 10 a.m., the free stage shows which begin at noon, the Gaslight Era air which sweeps the city. And one of the Klondike Days wonders is just how much of it all is free, for the watching.





PHOTO BY WELLS STUDIO

Top: Riding shotgun on the daily bank deposit for the lucky Bonanza Gate Prize winner.

Below: The beards are as flowery and profuse as the floats, and there are contests for both.



PHOTOS BY JIM TUSTIAN

Klondike Days is the return of the old-time Stagecoach — a startling sight in a mechanized age, when at 11:45 a.m. daily, the Klondike Stage pulls through the throng awaiting at Edmonton's main corner, the six-horse team achieving its own crowd control. Out steps the previous night's Bonanza gate prize winner, complete with guards and his stake, which is deposited in his name in a main bank . . . Suddenly, the throng hoots and boos . . . a gigantic palomino, its rider masked, clomps through the crowd . . . through the doors, into the bank lobby. Every day is bank robbery day.

Klondike Days is hissing the villain and cheering the hero, not to mention ogling the heroine, as theatre-lovers are able once again to enjoy the hilarity — and the audience participation — of old-fashioned melodramas, staged nightly in both night club and proper theatre settings.

Klondike Days is a big hairy deal, if you will pardon the expression. It culminates weeks and months of waiting for hundreds of men, itching to know if they are winners of the various beard-growing contest prizes. Judging takes place daily downtown during Klondike Days, and there is no such thing as a close shave.





PHOTO BY  
JACK ROGERS

## MELODRAMAS!

The play's the thing, outdoors and on theatre stages. The Shooting of Dan McGrew is re-enacted in front of city hall daily.

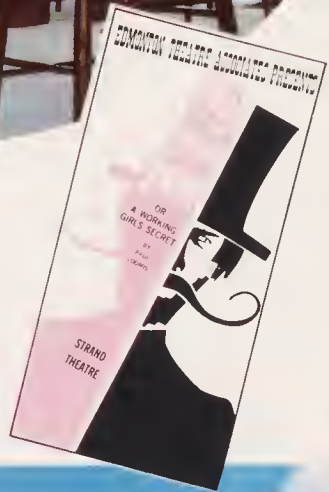


PHOTO BY ALF GARDENITS





Even Kentucky Colonels (Col. Saunders) come to Klondike Days, along with visitors from many far-off places.

# EVERY BUSINESS

Store clerks, office workers, tourists and teenagers go about their daily routines in Klondike garbs.

Attitudes change . . . eyelashes flutter beneath the broad-brimmed, plumed or flowered hats . . . Doors are opened with a flourish by men to whom a brocade vest or a cutaway coat have given a handsome, Victorian flair. Sourdoughs lounge at store entrances with the nonchalant bravado only a battered wide-brimmed hat, a beard, a bright flannel shirt and dungarees tucked in high boots can give.

Even babies are seen in old fashioned bonnets, and there are those lucky little girls whose dolls have costumes to match their own.

Klondike Days is a ninety-minute parade along the length of Jasper Avenue, signalling the opening of the Summer Fair with bands from near and far, floats galore, the sidewalks clogged with 10-deep banks of costumed spectators in a carefree carnival mood.

Klondike Days is breakfasts, bannock and beans, sourdough pancakes, flapjacks, sausages, syrup and coffee, under blue morning skies and blazing sun . . . at shopping centres throughout the suburbs, at hotels, at the YMCA to the



PHOTO BY JIM TUSTIAN

You can't start a Klondike Day on an empty stomach. The Shopping Centres won't allow it.



# JOINS IN FUN

accompaniment of silent movies, and all to the sound of honky-tonk music. Perhaps the most picturesque is the Sunday morning breakfast staged in a lush ranch meadow in the valley by six prominent Klondike boosters, who call themselves the Six Sleepy Sourdoughs, for 3,000 of their friends. Another major one is the Progress Club Breakfast in the usually more-staid Macdonald Hotel.

Klondike Days is daily shows in front of Edmonton's magnificently modern City Hall, complete with Vince's Dancers (the Mayor is Vincent M. Dantzer) and the Shootin' of Dan McGrew daily . . . Klondike Days is exuberance in the bars and lounges, where normal soft lighting and subdued talk gives over to raucous music, the can-can girls, the sing songs, banjos and inevitable honky-tonk pianos. It is nightly lineups at every watering spot, a crush to participate in a night-life unmatched since the actual Gold Rush Days . . . It is stores decorated with the gaudy false fronts of the era . . . swinging doors, ornate lettering, Dawson City décor . . . and store decoration prizes offered by the Junior Chamber of Commerce . . . It is sports events, such as the annual Klondike Bowl football game, involving those Everlovin' Eskimos . . .



*If this was banking in the Gay Nineties, little wonder Grandpa died broke.*

PHOTO BY JIM TUSTIAN



PHOTO BY VAL BERG



PHOTO BY McDERMID STUDIOS

*Even Hertz knows you can't replace the horse at Klondike Days.*





Klondike Days is, above all, something that has to be experienced to be believed . . . days and nights of uninhibited fun which hurts none and helps most gain a better every-day perspective by journeying back in time and attitude.

Try it, Pardner. Chances are one sampling won't suffice, and you'll understand why it has become a year-round party and convention theme in Edmonton . . . Klondike Days and its winter counterpart in Edmonton, the Muk-Luk Mardi Gras in February.

That gold camp fever is catching, and chances are you won't be satisfied short of visiting the place that inspired it all back in '97, Dawson City, Yukon.

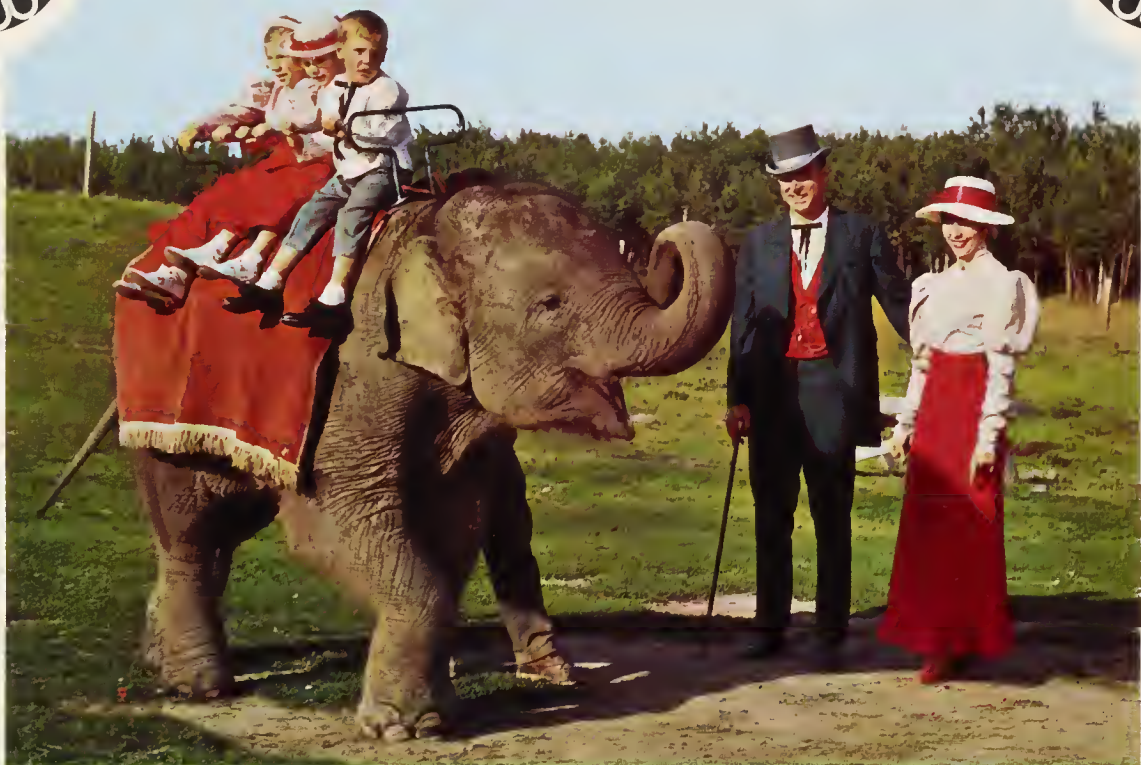
*Left: The Progress Club Breakfast is another "must", from Chamber of Commerce President to drug store cowboy.*

*Below: Real estate claims are as good as gold as businesses dress up their fronts for Klondike Days.*



PHOTO BY WEBER BROS





PHOTOS BY ALF GARDENITS

*This time the animals see the show as Klondike Days families enjoy the Alberta Game Farm and Storyland Valley Zoo.*





*Edmonton, Gateway to the North*

PHOTO BY ALF GARDENITS

## **A Happy, Hospitable Salute to the North**

This is an invitation. This is a salute.

It is my personal invitation, extended to you on behalf of the City Council and the citizens of the City of Edmonton, to join us in celebrating and enjoying Klondike Days — the “fun strike” of the century.

This booklet, in color photographs and words, has attempted to pass on to you the flavor of Edmonton’s Klondike Days, celebrated each July in Alberta’s Capital City, and it appears to have done a creditable job.

But only by actually experiencing the hospitality, the exuberance, generated each summer by Klondike Days, an event which in a few short years has taken its place among the great fun festivals of North America, can one savor the full flavor. This I invite you to do, forthwith.

But let us not lose sight of the fact that Klondike Days, in celebrating another era, the Gay Nineties, stands as an Edmonton salute to the Far North, to the Klondike of the Yukon and to Dawson City, the Treasury of Gold Rush History.

Vincent M. Dantzer,  
Mayor, City of Edmonton.







*Dawson City, Heart of the Klondike*

PHOTO BY STAN WILLIAMS

**VISIT DAWSON CITY, HEART OF THE KLONDIKE:** Pan gold on the famous Bonanza creek where George Carmack discovered the gold on August 17, 1896, sparking the world's greatest gold rush.

Attend the show at the famous Palace Grand theatre, restored to its original elegance in 1962.

See the huge piles of gravel left by the mammoth dredges as they dug up the valley bottoms in their search for the Klondike gold.

Take one of the many tours available and visit the creeks where mining is still carried on.

And don't forget our annual "Discovery Day Celebration" on August 17, sponsored by the Yukon Order of Pioneers.

This invitation is extended to you to visit our Dawson City during our summer season, June 15 to Sept. 15, by:

Mayor V. C. Mellor and  
the City Council  
DAWSON CITY  
YUKON TERRITORY

# COME TO EDMONTON FOR KLONDIKE DAYS

